



case study: **telemundo** **DOLLAR BILL GAME**

MEDIA



WHO: Telemundo 47

WHAT: Dollar Bill Game

WHERE: Houston, Texas

OBJECTIVE: Increase Ratings

RESULTS: Winning Promotion

L 65386719 P. That was just one of the 85 serial numbers on Sonia Bautista's list, but it was the only one she needed in KTMD Houston's million-dollar promotion, the Dollar Bill Game.

Vea Y Gane

Art Sobarzo, director of creative services and Dominic Fails, general sales manager of Telemundo-affiliate KTMD Houston, contacted Odds On for a watch and win promotion that would increase viewership during "lead in to access" (3-5pm) and "primetime" (7-10pm) while providing additional advertising value for Burger King. The result was a viewership-boosting Dollar Bill Game called Vea Y Gane Dos Millones De Dolares (Watch and Win Millions of Dollars).

Forced Viewing

The twenty-day promotion began when Odds On placed forty winning one-dollar bills into circulation in Houston, Texas. Daily from 3-5pm and again from 7-10pm, the station broadcast a winning serial number. Viewers had fifteen minutes after the number was broadcast to phone the station and claim the grand prize. For having the right bill at the right time, viewers could win from \$10,000 to \$1,000,000.

Winning Call

Sonia Bautista had been collecting every dollar bill she had come across since the beginning of the promotion. After realizing that one of her bills had a winning serial number, Bautista picked up the phone and called the station. Bautista won \$10,000, courtesy of KTMD and paid for by Odds On.

In addition to giving away the chance to win giant grand prizes, KTMD also awarded viewers with smaller cash consolation prizes. While viewers could win the grand prize for calling in during the first fifteen minutes, anyone who came close by having fewer "matching numbers" could call in during the following advertising blocks to win between \$250 and \$500.

Bautista was delighted at having won, but KTMD's Art Sobarzo was even more excited about viewer response to the Dollar Bill Game. "It was phenomenal!" explained Sobarzo. "In May we generally see a big drop in viewership, but not this year. Our response to this promotion was huge. We loved it."



Serial Number Leads to Big Winner

Sonia Bautista wins \$10,000 in the Dollar Bill Game in Houston, TX.



888.827.2249

www.oddsonpromotions.com

6195 Ridgeview Court, Suite A | Reno, NV 89519